

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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GROVER C. WILYTE, Business Manager

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YOUR PAPER AND OURS

There are five main departments of a newspaper:—news, editorial, circulation, advertising and mechanical. Each is dependent upon the other four. All departments must function fairly and properly else the whole journalistic vehicle collapses.

Take news first. News is a record of human activities. With a newspaper it is a printed record. That which is printed must be correct, and the editor must know that it is accurate before it is printed. For the owners of a newspaper must accept responsibility for all that their paper publishes. There is a serious responsibility. For they, like everyone, are subject to human limitations.

The best they can do is to strive constantly for accuracy, insist at all times upon strict fairness and positively refuse to allow any news to be poisoned by malice or colored by favor. We shall strive at all times to keep our news free from inaccuracy and impartially presented.

Next come views. It is the function of a newspaper to present opinions of matters of current interest. In this function, too, lies a deep responsibility. Editorial opinion should interpret events and discuss problems.

Interpretation does not necessarily mean "taking sides," although no conviction can be expressed on any subject worthy of interpretation that does not conflict with the views held by some persons on the same subject. For all of us never agree on anything. You know there are still men who insist that all us humans are walking around with our heads down on the inside of a crust which we call Earth.

We are not innocent enough to expect that we can possess a journalistic backbone without having the base of it the target of an occasionally well-directed and swiftly executed theoretical kick. Now we aren't afraid of kicks, but neither are we going about inviting them when the occasion demands nothing of the sort. What views we express editorially we hope will be dedicated to one of two purposes—the benefit of the largest number of people or the continued progress of this flourishing community—or both.

We expect to present views and opinions. But we are not going to let prejudice boss those opinions.

Great cities do not grow. Vision and co-operation build them. Petty differences must be forgotten when the continued progress of the community is at stake. So we intend to dedicate our editorial policy to Fair Play and Progress, without too great regard for minor differences that may obstruct the community's advancement.

There should be no connection between news and views of a newspaper, except wherein one interprets the other. What appears in the news columns of this paper has nothing to do and will, under our management, have nothing to do with any views we may hold. We will not color news to suit our views. We intend to be responsible, in our news columns, for the accuracy of the facts recorded. But we cannot govern human activities.

The action of any individual in a matter under controversy may be news. But publication of it as news does not label us as condemning or condoning that action in itself.

When we have an opinion to express we will claim it as our opinion. We believe we have enough courage for that. But we will keep that opinion in its place, to the best of our ability. And the place for editorial opinion, most assuredly is not in the news.

Now about advertising. Naturally we hope to merit the continued patronage of the old advertisers, and to meet the approval of the new. We believe in advertising. Through advertising the consumer is informed of prices, new stocks, merchandising plans and policies. Advertising is the news of goods for sale. As such it performs a definite and worthy service. Our advertising department will strive to give intelligent service and co-operation. We consider ourselves as a medium through which sellers may talk to buyers. We have a duty to perform to each and we expect to take these duties seriously.

The circulation of this newspaper will grow as this community grows. We expect to maintain circulation service commensurate with all requirements.

Honest news and fair views, eyes ahead toward progress!

Those are our ideals.

By living up to them we hope to win the reward of your approval. And if we win that, everybody'll be happy.

We notice an ad in a newspaper headed, "What Do Your Children Think of You?" We know already but we didn't have to buy a paper to find out.

"MONEY FROM EVERYWHERE"

An article in the Saturday Evening Post entitled "Money from Everywhere" dealt extensively and interestingly with the continual flow of eastern capital to Southern California. A flow that comes in a never-ending stream via travelers' trouser pockets, new residents' bank accounts and investments by men and women who send money west to watch it grow.

"As long as this flow of money from the east continues," a Los Angeles banker is quoted as saying, "there need be no fear for the continued progress of this part of the country."

And those who have studied the situation closely see no immediate reason why the flow should stop. There is nothing to dam it and certainly nobody in California will dam it. Drawn by the natural advantages of climate, certain growth, unequalled working and living conditions, money will keep on coming west.

Once arrived where does this great flow of collateral go? It goes into the coffers of business houses already established and doing business here. It goes to the banks, which in turn loan it to business. It goes to individuals in return for titles to land. There is not a man or woman in Southern California who does not benefit from it, who does not share in it.

Does Los Angeles get it all? Not by the well-known jugful. It comes west in a great stream. But the stream separates into many channels once the flow reaches Southern California. And the greatest streams of all run to those centers of population which seek most constantly and earnestly to attract it.

And to what districts outside of Los Angeles is most of it now being attracted?

The word to the newly arrived easterner with capital to invest today is this: "Anything between Los Angeles and the harbor is a splendid investment. There lies the greatest possibility of future growth. Between the city and the mountains there will still be progress, of course, but the great development, already started to the south of the city, bids fair to break all records for solid, consistent and rapid growth."

What is the result? Every easterner arriving with capital turns his eyes, his footsteps, or the hood of his car south from Los Angeles.

Now remember he has money to invest and will invest it in those centers which most attract him.

By what is he attracted? He is attracted most of all by the possibilities for future growth, but he is likewise anxious to locate and invest in a community which offers ideal living advantages.

He may believe in the future of Wilmington and San Pedro, but he sees there little enticement to his desire for the pleasure of living for which he originally came west.

We have talked with any number of newly arrived easterners—from the mountain states, from the prairies, from the eastern section of the middle west and from the Atlantic seaboard states. They are unanimous in the belief that the greatest development in the future will be on this side of the city. But they insist on living near their investments. And they do not wish to live in Wilmington or San Pedro. Hence they are chary of investment in those cities—and we say it with all due regard for the advantages which our neighboring cities offer. We are dealing with facts and not with sentiment.

The easterner, newly arrived and looking for investment begins seeking first of all for those things which his eastern training has taught him is the basis for all community growth—industries. He believes that the foundation for solid progress is the great American dinner-pail. He is baffled at the growth of communities which are building upon nothing more solid than climate. He wants factories to satisfy himself that the future is secure.

And here comes the intent of this discussion. Attract that easterner to this district and he is satisfied in all details. Future growth is assured. In addition to the climate, shared by our neighbors, we have that industrial basis for which every easterner, reared in the shadows of great industrial plants, is seeking. A few minutes from the broad and blue Pacific, and at the rise that terminates in the Palos Verdes hills, this section of Southern California literally breathes satisfaction to the man with money, push and vision.

The writer, up to last week, was one of those easterners looking for the best place to invest and live. He arrived from the east at San Francisco and with his partner visited almost every city, village and crossroads between the Golden Gates and San Diego. And neither he nor his partner were not at all satisfied with the possibilities of any center until they "discovered" Lomita and Torrance.

They talked with scores of other men and women from the east, discussing possibilities of cities in all parts of the state. And they found none but what believed firmly that no district offered greater advantages from all standpoints than this.

It behooves the people of this district to treasure carefully these advantages which are theirs, to conduct their civic enterprises with that spirit of co-operation for which California is famous, that pull-together unity that has built an empire on a desert and drawn the attention of the whole world to the wonders of that empire.

We have the sun above and oil beneath—and progressive men and women and their thriving works on the surface of the earth.

So let's not forget that this community will be no greater than the vision and broad-mindedness of us who live here.

Let's keep the new investors coming!

Professional Directory

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2:30 to 5:30 P. M.
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Lee R. Taylor
ATTORNEY-AT-LAW
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TORRANCE, CALIF.
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evenings by appointment.
L. A. Office, Suite 306 Calif. Bldg.
Phone Main 3903

Phone Broadway 7550
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